



تحلیل داده و هوش تجاری

جلسه نهم - مدیریت چابک پروژه - گوگل آنالیتیکس و لوکر

DATA ANALYSIS & BI

AGILE AND DEVOPS | GA4 AND LOOKER

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Today

- **Project Management**
- **Agile Manifesto**
- **DevOps Methodology**
- **Atlassian Tools (Jira, Kanban, Trello)**
- **Google Analytics**
- **Google Looker**

Project Management Methodologies

1911 - **Taylorism** (Scientific Management): by Frederick W. Taylor

1931 - **Gantt Chart**: by Henry Gantt

1950s - Critical Path Method (**CPM**)

1950s - Program Evaluation and Review Technique (**PERT**): by the U.S. Navy.

1960s - **Agile** and **Iterative Development**

1980s - **Six Sigma**: by Motorola

2001 - **Agile Manifesto**

Post-2000s - **Lean, Kanban, Scrum**

Agile Manifesto

Pre-Agile Era: Dominance of the Waterfall model; rigid, linear processes.

1990s Frustrations: Waterfall limitations evident; demand for flexibility.

Cross-Industry Influences: Lean manufacturing and iterative development inspire new thinking.

The Agile Manifesto (2001): 17 software developers convene in Snowbird, Utah.

Core Values Formulated: Emphasis on individuals, working software, customer collaboration, and responding to change.

Breaking Silos: Push for cross-functional collaboration and breaking down traditional development-operation silos.

Rapid Adoption: Growing recognition and adoption in the early 2000s.

Frameworks Emergence: Development of Scrum, XP (Extreme Programming), Kanban, etc.

Beyond Software: Agile principles expand to other business areas.

Ongoing Evolution: Continuous adaptation and integration with new methodologies and technologies.

Snowbird, Utah.

[Kent Beck](#)

[Mike Beedle](#)

[Alistair Cockburn](#)

[Ward Cunningham](#)

[Martin Fowler](#)

[James Grenning](#)

[Jim Highsmith](#)

[Andrew Hunt](#)

[Ron Jeffries](#)

[Jon Kern](#)

[Brian Marick](#)

[Robert C. Martin \(Uncle Bob\)](#)

[Steve Mellor](#)

[Ken Schwaber](#)

[Jeff Sutherland](#)

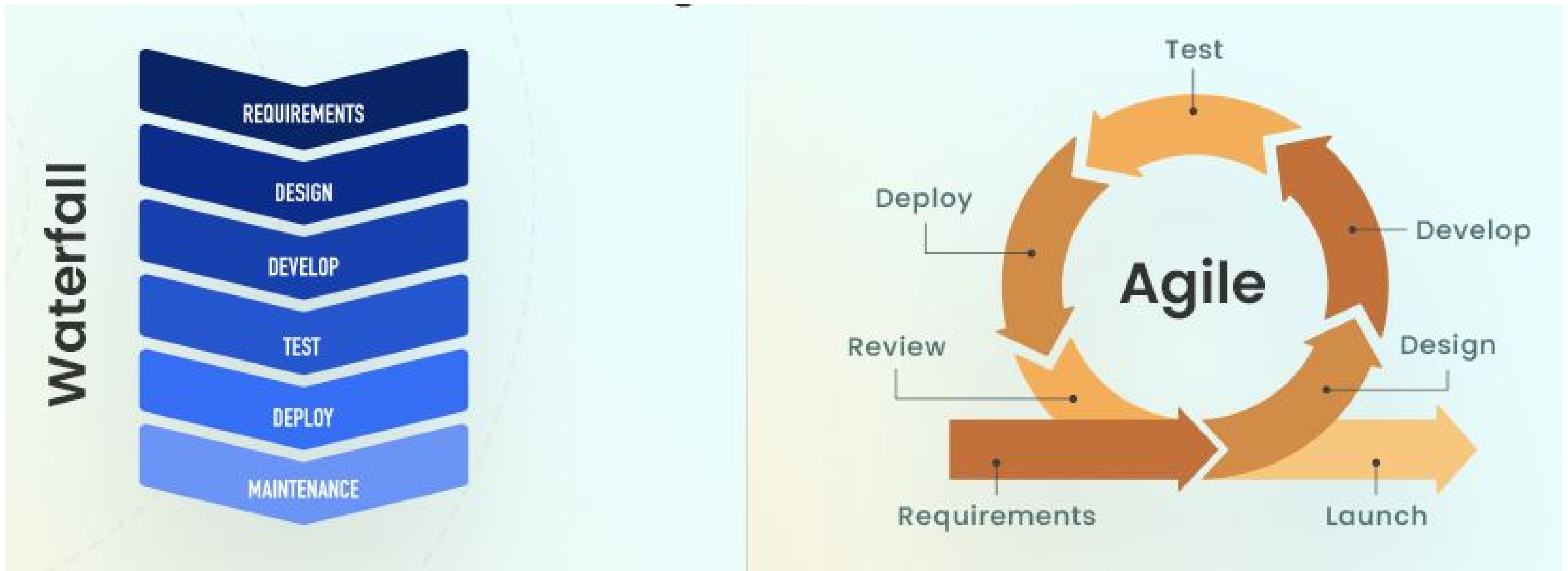
[Dave Thomas](#)



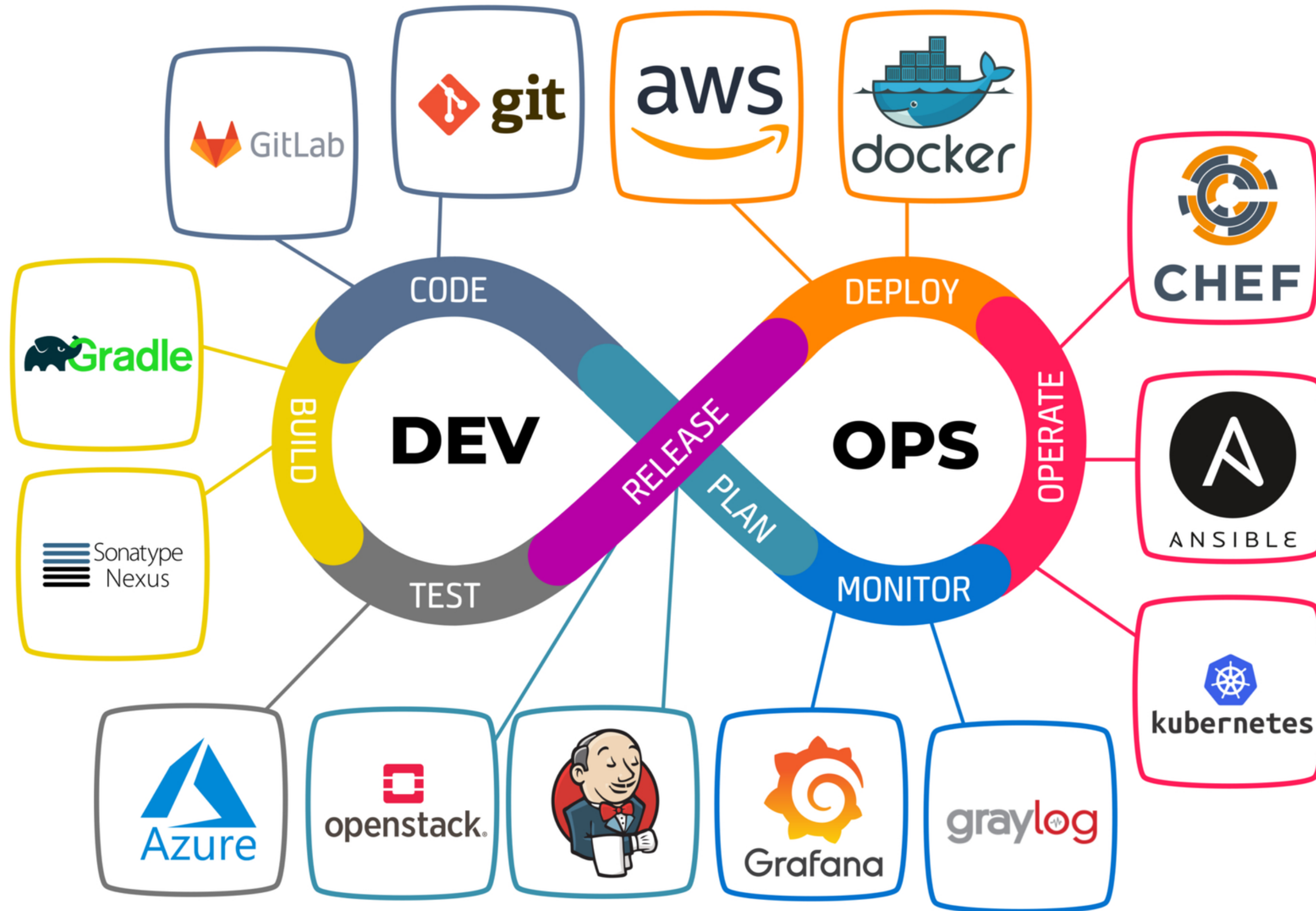
Agile Project Management

- **Iterative Development:** Short, repeatable work cycles.
- **Customer-Centric:** Emphasis on user feedback.
- **Flexible Planning:** Adapts to changes swiftly.
- **Cross-Functional Teams:** Collaborative and self-organizing.
- **Continuous Improvement:** Regular reflection and adaptation.
- **Value-Driven Delivery:** Focus on delivering business value.
- **Transparency:** Open communication and visibility.
- **Sustainable Pace:** Maintaining a consistent workflow.
- **Empirical Feedback:** Learning from actual experiences.
- **Simplicity:** Streamlining processes and features.

Traditional PM vs Agile PM



DevOps



Scrum Tools

- **Jira**
- **Trello**
- **Asana**
- **Scrumwise**
- **Microsoft Teams**
- **Slack**
- **Confluence**
- **ClickUp**

DevOps Tools

- **Jenkins**
- **Docker**
- **Kubernetes**
- **Git (GitHub, GitLab, Bitbucket)**
- **Ansible**
- **Terraform**
- **Puppet**
- **Chef**
- **Nagios**
- **Prometheus**